1.   A method of providing enhanced performance in an interactive television system, comprising:

scanning an interactive content bearing program for a universal resource locator (URL);

upon finding a URL in the interactive content bearing program, mirroring content associated with the URL to a cache memory;

presenting the interactive content bearing program to a plurality of subscribers;

receiving a request from a subscriber for the URL;

retrieving the mirrored content associated with the URL from the cache memory; and

delivering the mirrored content associated with the URL to the subscriber.

2.   The method according to claim 1, further comprising purging the cache memory in accordance with a purging algorithm.

3.   The method according to claim 2, wherein the purging algorithm purges the cache in accordance with an amount of time the mirrored content has been in the cache.

4.   The method according to claim 2, wherein the purging algorithm purges the cache in accordance with a least frequent use algorithm.

5.   The method according to claim 2, wherein the purging algorithm purges the cache in accordance with an order that the mirrored content was placed in the cache.

6.   The method according to claim 1, wherein the cache memory is situated at a service provider head end.

7.   The method according to claim 1, wherein the cache memory is situated at a subscriber's set-top box.

8.   The method according to claim 1, further comprising determining that the URL requested by the subscriber is not in the cache memory, and downloading the interactive content associated with the URL from the Internet.

9.   The method according to claim 1, further comprising:

    examining the content associated with the URL for a secondary URL; and

    mirroring content associated with the secondary URL to the cache memory.

1   10.   An apparatus for providing enhanced performance in an interactive television

2   system, comprising:

3   a cache memory;

4   program means running on a programmed processor for:

5   scanning an interactive content bearing program for a universal

6   resource locator (URL);

7   upon finding a URL in the interactive content bearing program,

8   mirroring content associated with the URL to the cache memory;

9   a media server for presenting the interactive content bearing program to a

10   plurality of subscribers;

11   means for receiving a request from a subscriber for the URL;

12   means for retrieving the mirrored content associated with the URL from the

13   cache memory; and

14   means for delivering the mirrored content associated with the URL to the

15   subscriber.

16

17   11.   The apparatus according to claim 10, wherein the program means further

18   comprises means for purging the cache memory in accordance with a purging

19   algorithm.

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1   12.   The apparatus according to claim 11, wherein the purging algorithm purges

2   the cache in accordance with an amount of time the mirrored content has been in

3   the cache.

4

5   13.   The apparatus according to claim 11, wherein the purging algorithm purges

6   the cache in accordance with an order that the mirrored content was placed in the

7   cache.

8

9   14.   The apparatus according to claim 10, wherein the cache memory is situated

10   at a service provider head end.

11

12   15.   The apparatus according to claim 10, wherein the cache memory is situated

13   at a subscriber's set-top box.

14

15   16.   The apparatus according to claim 10, further comprising:

16   means for examining the content associated with the URL for a secondary

17   URL; and

18   means for mirroring content associated with the secondary URL to the cache

19   memory.

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1   17.   A method of providing enhanced performance in an interactive television

2   system, comprising:

3   scanning an interactive content bearing program for a universal resource

4   locator (URL);

5   upon finding a URL in the interactive content bearing program, mirroring

6   content associated with the URL to a cache memory situated at a service provider

7   head end;

8   presenting the interactive content bearing program to a plurality of

9   subscribers;

10   receiving a request from a subscriber for the URL;

11   retrieving the mirrored content associated with the URL from the cache

12   memory;

13   delivering the mirrored content associated with the URL to the subscriber;

14   purging the cache memory in accordance with a purging algorithm, wherein

15   the purging algorithm purges the cache in accordance with an amount of time the

16   mirrored content has been in the cache memory.

17

18   18.   The method according to claim 17, wherein the mirroring further comprises

19   mirroring the content associated with the URL to a local cache memory situated at

20   a subscriber's set-top box, and wherein the retrieving comprises retrieving the

21   content associated with the URL to one of the cache memory and the local cache

22   memory.

1   19.   The method according to claim 17, further comprising determining that the

2   URL requested by the subscriber is not in the cache memory and the local cache

3   memory, and downloading the interactive content associated with the URL from the

4   Internet.

5

6   20.   The method according to claim 17, further comprising:

7   examining the content associated with the URL for a secondary URL; and

8   mirroring content associated with the secondary URL to the cache memory.
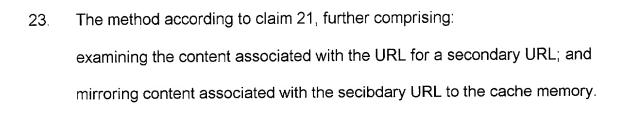
9

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1   21.   A method of providing enhanced performance in an interactive television

2   system, comprising:

3   scanning an interactive content bearing program for a universal resource

4   locator (URL);

5   upon finding a URL in the interactive content bearing program, mirroring

6   content associated with the URL to a cache memory situated at a service provider

7   head end and a local cache memory situated at a subscriber's set-top box;

8   presenting the interactive content bearing program to a plurality of

9   subscribers;

10   receiving a request from a subscriber for the URL;

11   retrieving the mirrored content associated with the URL from one of the

12   cache memory and the local cache memory;

13   delivering the mirrored content associated with the URL to the subscriber;

14   purging the cache memory in accordance with a purging algorithm, wherein

15   the purging algorithm purges the cache in accordance with an amount of time the

16   mirrored content has been in the cache.

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18   22.   The method according to claim 21, further comprising determining that the

19   URL requested by the subscriber is not in the cache memory and the local cache

20   memory, and downloading the interactive content associated with the URL from the

21   Internet.

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1   23.   The method according to claim 21, further comprising:

2   examining the content associated with the URL for a secondary URL; and

3   mirroring content associated with the secibdary URL to the cache memory.
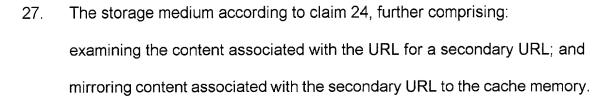
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1   24.   A storage medium storing instructions which, when executed on a

2   programmed processor, carry out a method of providing enhanced performance in

3   an interactive television system, comprising:

4   scanning an interactive content bearing program for a universal resource

5   locator (URL);

6   upon finding a URL in the interactive content bearing program, mirroring

7   content associated with the URL to a cache memory;

8   presenting the interactive content bearing program to a plurality of

9   subscribers;

10   receiving a request from a subscriber for the URL;

11   retrieving the mirrored content associated with the URL from the cache

12   memory; and

13   delivering the mirrored content associated with the URL to the subscriber.

14

15   25.   The storage medium according to claim 24, further comprising purging the

16   cache memory in accordance with a purging algorithm.

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18   26.   The storage medium according to claim 24, further comprising determining

19   that the URL requested by the subscriber is not in the cache memory, and

20   downloading the interactive content associated with the URL from the Internet.

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1   27.   The storage medium according to claim 24, further comprising:

2   examining the content associated with the URL for a secondary URL; and

3   mirroring content associated with the secondary URL to the cache memory.

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